



**MEDIA RELEASE**  
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## **TWO BIG MEDIA BRANDS JOIN FORCES**

Fairfax Media has partnered with Tradingpost.com.au, Australia's highly popular classifieds website, which will provide all of Fairfax Media's general classifieds customers with product listings on the well-known website.

General classified advertising packages for Fairfax customers will now include an online component, thereby giving them an extended opportunity for their products to reach a broader range of buyers. Additionally, the TradingPost.com.au brand will be represented in the classifieds sections of over 180 regional and metro Fairfax publications to reflect the partnership.

Today, Australian's use Tradingpost.com.au over 3.8 million times each month, currently lists 200,000 items for sale and generates over 33 million page impressions on a monthly basis making it Australia's No. 1\* classified site and the best place to buy and sell in one simple location.

Nic Cola, CEO of Marketplaces at Fairfax Media said, "Tradingpost.com.au is an iconic brand that is synonymous amongst households for buying and selling goods. The relationship forged with Tradingpost.com.au will allow our customers to have a much greater opportunity to sell their products, whether it is a fridge, gardening tools or a pet. This is the first time Fairfax general classified customers have been offered an integrated print and online advertising package combining the strength of the Tradingpost.com.au online brand with the reputation and trust inherent in the Fairfax print brands."

"Thousands of products will now be showcased in print and online through one bundled advertising solution. Fairfax customers across Australia will have access to this exciting integrated package, initially in regional markets with the metro mastheads rolling out over coming months."

Telstra's head of Telstra Advertising Network, Michael Padden said, "Since 1966 Trading Post has been Australia's favorite place to buy and sell, and remains today a leading online and mobile classified destination."

"The partnership between Fairfax and [Tradingpost.com.au](http://Tradingpost.com.au) ensures classified advertisers will have the best of both worlds, with publications that engage with local communities combined with the extensive reach and convenience of Australia's leading classified website," Mr Padden added.

Source: Omniture Site Sensis January – August, 2011.

\* Nielsen Net Ratings Market Intelligence report, January-August 2011.